

Second Foundation, Inc.

Project Case Study



eCRM Reporting/Analytics and Backend Systems Integration

The Customer:

AA.com, American Airlines' online operation.

Problem / Background:

AA.com had implemented **Kana Response, an eCRM Application** to help manage their email and online communications with their customers. AA.com's Customer Service department used Kana Response to automate and streamline the email based customer service transactions.

AA.com's Customer Service Management wanted to better understand what their Premium AAdvantage customers were telling them. This information would help AA.com management improve their internal processes to better support their customer.

In addition, AA.com wanted to improve the efficiency of their online Customer Service Reps (CSRs), and to integrate information from disparate systems.

AA.com engaged Second Foundation to:

- Provide a Reporting and Analytics solution to help AA.com improve their operation based on eCRM metrics
- Integrate Kana with Backend systems
- Customize the User Interface for the Customer Service rep using the Kana Application.

The Solution:

Second Foundation developed the Reporting and Analytics solution based on the Crystal Reports platform. The solution was

developed taking into account the Kana Response Data Model and the customer's specific formatting and delivery requirements.

Second Foundation's analytics package reported on customer feedback categories, CSR performance, system performance and specific transaction data.

Second Foundation also integrated Kana's Response product with AA.com's legacy systems. SecF customized Kana's user interface to enable AA.com to access backend legacy information.

Key Features / Technologies:

Second Foundation developed the Analytics package using Crystal Reports. The integration to the legacy systems employed ActiveX DLLs. The RDBMS integrations made use of ODBC drivers. The customization was designed to run on Oracle and Windows NT.

Second Foundation designed the integration to be upgraded to a Java/XML platform in the next version.

Second Foundation

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Corporate Headquarters

Second Foundation, Inc.
3723 Haven Ave, Suite 107
Menlo Park, CA 94025

Toll Free Canada/USA:
1-877-SECF-INC
Tel.: +1 650 980 3300
Fax: +1 650 980 3336
E-mail: info@secf.com

For more information, visit
www.SecF.com